



WPTV

# ORDER

Print Date 08/31/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision      **309409 /**

Original Date / Revision  
08/28/12    08/30/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**TCJC - Treasure Cst. Jbs Coa. FL**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **C02C08**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	35	\$41,926.25	\$49,325.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$41,926.25</b>	<b>\$49,325.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	35	\$41,926.25	\$49,325.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/02/12	10/08/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	1111---	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	1111---			4		\$650.00		0.00				
N 2	WPTV	10/03/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-1----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	1-1----			2		\$850.00		0.00				
N 3	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00



**WPTV**

Print Date: 08/31/12

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Contract / Revision    **309409**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    08/28/12/    08/30/12

Order Sep    00:20:00

Advertiser    **Treasure Coast Jobs Coalit**    Product **TCJC - Treasure Cst. Jbs C**    Estimate #    **C02C08**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S-		1			\$1,500.00		0.00				
N 4	WPTV	10/07/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S		1			\$1,500.00		0.00				
N 5	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	111-1--	:30	4	\$3,000.00	P-2	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	111-1--		4			\$3,000.00		0.00				
N 6	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	11111--		5			\$750.00		0.00				
N 7	WPTV	10/06/12	10/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S-		1			\$1,000.00		0.00				
N 8	WPTV	10/07/12	10/07/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S		1			\$1,000.00		0.00				
N 9	WPTV	10/02/12	10/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	-1111--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-1111--		4			\$2,000.00		0.00				
N 10	WPTV	10/04/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1--11--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	1--11--		3			\$750.00		0.00				
N 11	WPTV	10/06/12	10/06/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S-		1			\$2,000.00		0.00				
N 12	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1111---	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	1111---		4			\$2,000.00		0.00				
N 13	WPTV	10/03/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-11---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	1-11---		3			\$1,200.00		0.00				
N 14	WPTV	10/06/12	10/06/12	Saturday Prime C Saturday Prime C	CM	10-11p	-----S-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S-		1			\$425.00		0.00				
Totals														35	\$49,325.00